



CONTRACT

This sponsorship agreement is made between _____ (hereinafter referred to in this document as the "Sponsor"), which said Sponsor is located at _____ and the Casino Reinvestment Development Authority, located at 2314 Pacific Avenue, Atlantic City, NJ (hereinafter referred to as the "Authority").

AGREEMENT: The Sponsor agrees to support Atlantic City Restaurant Week, scheduled for March 1-7, 2015, by sponsoring the event at one level listed in this agreement. The Sponsor also agrees to provide the Authority with all requested promotional material within the timeframe requested by the Authority.

- _____ **Restaurateur \$25,000**
 - *Title Sponsor
 - *Staff member on committee
 - *Logo listing on all printed materials when appropriate
 - *Web listing with link
 - *preferred placement on brochures

- _____ **Executive Chef \$10,000**
 - *Staff member on committee
 - *Logo listing on all printed materials when appropriate
 - * Web listing with link
 - * Preferred placement on brochures

- _____ **Sous Chef \$5,000**
 - *Logo listing on printed materials when appropriate
 - * Web listing with link

- _____ **Pastry Chef \$2,500**
 - *Web listing with link
 - * Listed in brochure

- _____ **Chef Trade Value \$ _____**
 - *Web listing with link
 - * Listed in brochure
 - * _____
 - * _____
 - * _____
 - * _____
 - * _____

SPONSOR BENEFITS:

- Aligned with an event that has a proven track record of success in other markets
- Listed as a sponsor in all web materials and printed material when appropriate
- Brand Awareness
- Increase revenues through cooperative marketing advertisements of program participants and sponsors

PRICE: The Sponsor will pay the Authority \$_____ for _____ level of sponsorship agreed upon between Sponsor and Authority.

NOTICES: Any and all notices under this agreement must be in writing. Notices must be delivered personally or mailed by Certified Mail - Return Receipt Requested to the other party at the address written in this contract or to the parties' respective attorney.

MISCELLANEOUS:

- a. This agreement shall be governed according to the laws of the State of New Jersey.
- b. The parties hereby consent to the exclusive jurisdiction of the Superior Court of New Jersey Law Division, with venue in Atlantic County as it relates to any and all issues and controversies arising out of or related to this contract.

TERM: The term of this agreement shall be from September 2014 to March 2015.

PAYMENT: _____ 50% of sponsorship level to be made upon execution of this Agreement. The balance of 50% is to be paid 180-days prior to event commencement date of September 30, 2015.

TERMINATION: Either party may terminate this agreement within ten (10) business days of the date of the execution of this agreement, after which time the agreement will remain binding on all parties.

The CRDA shall:

1. Provide an AC Restaurant Week website listing the participating restaurants, profiles of the chef with photo, and information on the events and special offers taking place during the weeks as defined by ACRW marketing plan. The web will include logo of sponsor as defined by level of agreement.
2. Secure an advertising campaign for AC Restaurant Week that will appear in, but not be limited to; newspapers, magazines, broadcast and web. When appropriate will include sponsor logo, as defined by level of sponsorship.

3. Spearhead a comprehensive public relations plan to promote Atlantic City Restaurant Week and it's sponsors when appropriate as defined by level of agreement.
4. Manage and maintain the Atlantic City Restaurant Week program at no additional cost to Sponsor.

Duties and responsibilities of Sponsor:

1. Supply images and logos and links as stated in level of sponsorship agreed upon.
2. Provide sponsorship dollars at 50% upon acceptance of contract and 50% of sponsorship 180-days prior to event.

Mutual duties and responsibilities of both the CRDA and Sponsor:

1. If the performance by either party of a non-monetary obligation under this Agreement is delayed or prevented in whole or in part by any cause not reasonably within its control (including, without limitation, inclement weather, acts of GOD, war, civil disturbances, accidents, damages to its facilities, labor disputes, acts of any governmental body, or delay of third parties) it shall be excused, discharged and released of performance to the extent such performance is so limited or prevented without liability of any kind.
2. CRDA and Sponsor recognize each other as self-governing entities, and not agents of the other, and therefore shall conduct all business independently from one another.
3. That the aforementioned Agreement represents the entire understanding between the parties relative to the Atlantic City Restaurant Week, and is intended to be fully binding upon the parties.

NAME OF SPONSOR

By _____
 Title _____

Casino Reinvestment Development Authority

2314 Pacific Ave.
 Atlantic City, NJ 08401
 Phone: 609-449-2031

By _____
 Larry Sieg, Vice President, Marketing